

November 3, 2008

Dear Business and Community Leader,

Today's recreation and leisure climate is full of worries. People today are facing challenges such as childhood obesity, substance abuse, decline in disposable income, and more. These challenges work against our traditional values of strong, healthy families and a vibrant community. Fortunately, the City of Lansing has a lot of strengths, including quality Parks and Recreation services. It is the primary goal of Lansing Parks and Recreation's Lifetime Sports Division to positively impact our community through sports; a goal we strive every day to meet and exceed. While we are proud of the success and opportunities our programs have provided, we also know that there is always room for growth and improvement.

The Lifetime Sports Division provides sports for toddlers through active seniors, activities for everyone; but we recognize that in this climate, growth and service is essential to our community. By providing access to quality programs, we give families and children the opportunity to participate in fun activities, giving them healthy alternatives to today's pressures. We know that in order to continue our success, we need support from leaders in the business and community. With your support we can continue to provide quality programming that is accessible to youth and families.

The Lifetime Sports Division has developed a new sponsorship program for our various sports offerings. This program opens the door for community and business leaders to help us make a positive impact in programs such as:

- ♦ Youth Soccer
- ♦ Youth Floor Hockey
- ♦ Youth Baseball & T-ball
- ♦ Youth Softball
- ♦ Adult Softball Programs
- ♦ Men's Baseball Leagues
- ♦ Adult Volleyball Leagues
- ♦ Athletic Special Events
- ♦ Much, Much More!!

Your sponsorship of one or more of our programs can help us impact more youth and families. While helping to make a positive impact on their lives and on the community, businesses are provided the opportunity to advertise your name, logo and service/product to a wide variety of consumers and families. Please take a few moments to look over the sponsorship packages included on the informational brochure and the low cost advertising benefits we can offer you as an area business.

If you would like to discuss the options available or other ways in which businesses and community leaders can help the Lifetime Sports Division make an impact on Lansing's youth and adults, feel free to call (517) 483-4039 and speak with us today

Sincerely,

Mark Simon
Lifetime Sports Supervisor

Troy Stowell
Lifetime Sports Coordinator